



e-BLS develops dynamic solutions to suit your company's training needs.

We design, develop and deliver cost-effective instructional materials based on proven teaching methods.



Online Educa Berlin 2010 Conference

e-BLS general manager Nick Zieltjes recently attended the ONLINE EDUCA BERLIN 2010 – the 16th International Conference on Technology Supported Learning and Training held in Berlin.

This conference is regarded as one of the world's foremost e-learning events.

2000 delegates from 108 countries attended this year – a record number, despite the global financial crisis.



Nick found the conference inspiring and noted some definite trends emerging in e-learning:

- 40% of all corporate training worldwide is done online.
• High-definition video, game- and simulation-based learning, and multimedia-rich content are now essential.
• Social networking is seen as the personal touch that has been missing and is key to future developments in e-learning.

Nick concluded that e-BLS products easily hold their own on the world market, as the company has already had substantial success developing products for global clients.

We have the experience and resources to design and build high-level interactive game- or simulation-based e-learning products. Our research and development is currently working with learning management systems; however, in the future we will be developing for new mobile platforms such as iPad, iPhone and Android mobile platforms.

The overriding theme of ONLINE EDUCA BERLIN 2010 was that it has become urgent and vital for the world to adopt the benefits of technology for learning and training. The traditional methods are no longer sufficient.

e-BLS Wins Again!

e-BLS was delighted to win the Brand, Marketing, Design and Technology Award at the 2010 Westpac Taranaki Chamber of Commerce Business Awards in October.

This builds on our success of 2008 and 2009 when we received the Hospitality Standards Institute award for Training Product of the Year two years running.

We are immensely proud of these awards which recognise the quality products that e-BLS produces for our clients.



e-BLS is committed to providing effective training solutions, and we take a lot of trouble to ensure that you, our clients, get a customised solution to meet your specific training needs.

In line with modern trends, much of the training material we design is to be used online.

Your staff can study when and where it is convenient, which means they can fit training around their normal work routines. It can also significantly reduce your overheads such as travel and accommodation for staff to attend training.

However, business development manager Sarah Brosnan says that e-BLS will always recommend a blend of e-learning and traditional means of education and training to meet the different needs of our clients and the learning styles of students.

The e-BLS team consists of 29 skilled staff based in New Plymouth. We have writers, editors, instructional designers, interactive graphic designers, animators, multimedia producers and project managers whose combination of skills produce high quality resources using the latest developments in communication and information technology.

Let e-BLS use our award winning talents to help you grow your business. Contact us for an obligation-free consultation.

For more information please contact us:

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The e-Blended Process

Analysis:



The company's needs are identified and then analysed.

Design:



A training model is customised to meet the needs of the company and the end-user.

Development:



The content and learning materials are developed.

Implementation:



The materials are delivered or deployed.

Evaluation:



After delivery, the effectiveness of the learning materials is evaluated.

e-BLS General Manager, Nicolaas Zieltsjes



In December 2010, Nicolaas Zieltsjes became general manager of e-Blended Learning Solutions Ltd and director of technology for the Zieland Group of Companies.

After being a TVNZ cameraman filming news as it happened throughout the world, you might wonder why he ever came back to New Plymouth. Nick says he had gone as far as he could in the industry and wanted to do other things. His practical experience and knowledge of information and communication technology made him the ideal person to set up video resources for Practical Education Institute. That small beginning over ten years ago has developed into his current role as general manager overseeing 29 specialised and highly qualified staff at e-BLS.

Nick is passionate about the opportunities technology presents for training and learning. He believes the company has the ability to be at the forefront of the e-learning industry, and just as importantly, the staff have the right attitude to make this vision possible. He sees e-BLS as a highly innovative and customer-responsive company.

Nick says, '2011 will be a year of growth towards gaining a reputable profile in the international markets where we plan to become established. Within the next 18 months, we want e-BLS to be recognised as a leader of e-learning development.'

Nick acknowledges that the company faces several challenges in this vision for the future.

Firstly he wants to help bring educational resources in schools from 'chalk and talk' to 'plug and play'. For some traditionalists, it is difficult to justify the cost associated with e-learning, but it is imperative that education keeps pace with technology. e-BLS is excited at the opportunity to assist schools to bring their teaching resources up to the standard that the digital generation take for granted.

A second challenge is in the development of e-learning for the corporate market. Nick says, 'We have been fortunate to have the support and backing from PEI that has allowed us to take

risks and learn by doing. This has now put us in a position where we are able to confidently develop sophisticated products for our corporate clients.'

Thirdly, the evolution of technology means that pedagogy and learning methodologies are developing and changing. There are now different ways to learn.

These are exciting challenges and Nick is confident that e-BLS has a team that can share their knowledge, work together and come up with solutions.

He says, 'The point of difference with e-BLS is that we are a one-stop shop. We have a strong background in education through our affiliation with PEI, we have great resources and a staff base that is talented, versatile and creative. With our friendly and approachable staff, and our 'can-do' attitude, clients can be confident that we can create a tailor-made learning package that suits their business and their staff.'

e-BLS Opens New Sales Office in Brisbane, Australia

e-Blended Learning Solutions has established a new dedicated sales office in Australia to meet the exceptional demand for its services.

Rich in natural resources and with a population of over 22 million, Australia is among the top five producers of many of the world's key mineral commodities.

The mining industry demands exceptional quality standards and is committed to training staff to a high level of professionalism using the most up-to-date communication and information technology.

Commenting on the opening of our Australian sales office, Sales & Marketing Executive of the Australian Office Jill Geiblinger said, 'e-BLS Australia is forging ahead to service the training needs of our global natural resource partners, to empower corporations with the latest technical training innovations.'

To contact our e-BLS Australia Office, call Jill Geiblinger directly on +61 450 093500 or email her at jgeiblinger@e-bls.com.

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